CUSTOMER-DATA-PLATFORM^{Q&As}

Salesforce Customer Data Platform (CDP)

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QUESTION 1

What are two ways a marketing user can incorporate a campaign code from an external (...) bucket?

A. Include campaign code into the filename specification

B. Include campaign code into the activation name

C. Include campaign code into the segment name

D. Include campaign code into the activation description

Correct Answer: CD

QUESTION 2

Which CDP Objects are available as tables via the Tableau connector to discover new insights about customers?

A. Calculated Insights

B. All Objects

C. Unified Profile

D. Data Model Objects

Correct Answer: B

QUESTION 3

How should Data Subject Rights request be submitted to Salesforce CDP?

A. Using a dedicated field in data stream

B. Using Consent API

C. Using dedicated data stream

D. Using Data Explorer

Correct Answer: B

QUESTION 4

What feature is used in Segmentation to create relationships between the Related attributes?

A. Containers

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B. Database Expression Operators

C. Attribute Library

D. Streaming Insights

Correct Answer: B

QUESTION 5

Which of the following cannot be used in Segmentation? (Choose 2)

A. Numeric Measures

B. Text Measures

C. Aggregate Functions

D. Date Time Measures

Correct Answer: BD